



# FAÇADE GRANT PROGRAM ORIENTATION

Wednesday, September 21, 2016





# Agenda

1. Façade Program Overview
2. Application Process
3. Permitting Process
4. Q&A

# Before

**1536 Webster Street – BEFORE**



# After

WesCafe on Webster Street – AFTER



# Before



After





Before



After







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# Grant Amounts

## 50/50 Matching Grant

### Level 1: Up to \$5,000

For non-architectural improvements, such as paint, awnings, signage etc.

### Level 2: Up to \$12,500

For architectural elements such as windows, cornices, trim etc.

	Max. Grant Amount	% of Total	Grantee must spend
Level One	\$5,000	50%	\$10,000
Level Two	\$12,500	50%	\$25,000

**Level 1 & 2 grants can be combined**



## Eligible Locations

- West Alameda Business District
- Downtown Alameda Business District
- Historic Stations, including:
  - Grand, Mastick, Bay, South High Street, Chestnut, Morton, Versailles, Willow, Fifth Street, Caroline, High Street North or Stanton.
- Gateways, including:
  - Webster Tube, Park Street Bridge, Fruitvale Bridge, High Street Bridge, Doolittle Drive Entry into Alameda
- **Shopping centers are not eligible for the Façade Grant Program**

# Eligible Improvements

- Exterior painting
- Awnings
- New signs, or restoration of legacy signs
- Sign removal
- Window and/or door replacement
- Non-structural architectural features, such as cornice bands and parapets
- Rehabilitation of historic features





## Other Eligibility Requirements

- Must be an owner of, or tenant within, a proposed project
- Each property may only receive a grant every five years





# Goals and Evaluation Criteria

1. Visually improve storefront and streetscape
2. Enhance prominent business locations
3. Fill a previously vacant storefront
4. Rehabilitate or replace historic features



# Façade Grant Process: Step by Step

1. Review Façade Grant Program Guidelines
2. Meet with Economic Development Staff
3. Submit Completed Application
4. Committee Review
5. Grant Awarded
6. Secure Planning and Building Permits
7. Complete Work and Submit for Reimbursement



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# Application Checklist

- ☐ Completed Project Information and Signature Page
- ☐ Existing Conditions Photos
- ☐ Scope of Work
- ☐ Vendor Estimate
- ☐ Graphic representation of proposed changes
- ☐ Samples of proposed materials (if needed)

PROJECT INFORMATION AND SIGNATURE PAGE			
<b>Check One:</b> <input type="checkbox"/> Owner <input type="checkbox"/> Tenant			
<b>Check One:</b> <input type="checkbox"/> Downtown Alameda Business District <input type="checkbox"/> Webster Street Business District		<input type="checkbox"/> Historic Station <input type="checkbox"/> Gateway	
<b>Applicant Information</b>		<b>Grant Information</b>	
Name		Grant Level (1 or 2)	
Business Name		Desired Grant Amount	
Mailing Address		Façade Grant Property Address	
City, State and Zip		City, State and Zip	
Email			
Business Phone			
Mobile Phone			
<b>Applicant and Property Owner Signatures</b>			
Print Applicant Name		Print Property Owner Name	
Date		(if applicant is not also owner) Date	
Applicant Signature		Property Owner Signature	
Date		(if applicant is not also owner) Date	

# Existing Conditions Photos

Straight On



Profile



Close Ups



And neighboring buildings!



# Scope of Work


- List, description and cost estimate for all proposed improvements.
- Template available in the application, or online.

Improvement	Description	Estimated Cost
Paint exterior of building	Body: 2 Coats Benjamin Moore Ultra Spec EXT Flat #447. Applied at a DFT of 1.5 mils. Color: Kingsport Gray HC-86  Trim: 2 coats Benjamin Moore Ultra Spec EXT Gloss #449. Applied at a DFT of 1.5 mils. Color: Big Bend Beige AC-37	\$10,000
Replace fabric on existing awning	Sunbrella Marine Blue #4678	\$4,000
Blade Sign	Add new blade sign	\$500
Light fixtures	Add new exterior light fixtures	\$1,500
TOTAL		\$16,000

# Vendor Estimate

- Written cost estimate for the work to be completed.
- If you plan to do the work yourself, a written estimate of materials costs

**PROPOSAL**

 **LEE'S SIGNS INC.**  
LIC. # 556289

845 E. 10th STREET OAKLAND, CALIFORNIA 94606  
PH. (510) 452-1420, 452-1023 / FAX (510) 452-0177  
**ELECTRICAL SIGNAGE - NEON - AWNINGS**

PROPOSAL SUBMITTED TO	DATE <b>JUN.09.2016</b>
STREET, CITY, STATE AND ZIP CODE	CONTACT
MAIL	PHONE

(1) 4'X48' REPALCE NEW FABRIC ON EXISTING AWNING FRAME  
& ADD. 9"x48"0" NEW VALANCECE  
FABRIC : SUNBRELLA( # ~~4022 TERRA-COTTA~~ *MARINE BLUE*) FABRICATON & LABOR 2880.00  
(2) 6"HT. WHT LETTERS ON VALANCE "ALAMEDA LIGHTING" LABOR 300.00  
(3) CAD DRAWING FOR CITY PERMITS LABOR 270.00

SUB TOTAL	3360.00
SALES TAX	205.50
<b>TOTAL</b>	<b>3655.50</b>

City permits not inculed, will be added to deferred balance.

We Propose hereby to furnish all materials and labor to complete the work specified above for the sum of: \_\_\_\_\_ dollars (\$ \_\_\_\_\_ )

Payment to be made as follows:  
**50% Down payment req.**  
**Balance on completed installation**

All material is guaranteed to be as specified. All work to be completed in workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes accidents or delays beyond our control. Owner to carry fire, tornado, and other necessary insurance. Our workers are fully covered by Workmen's Compensations Insurance.

**Acceptance of Proposal-** The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.

Date of Acceptance 7-26-16

Authorized Signature *[Signature]*  
signature *[Signature]*  
signature *[Signature]*

Note: This proposal may be withdrawn by us if not accepted within \_\_\_\_\_ days

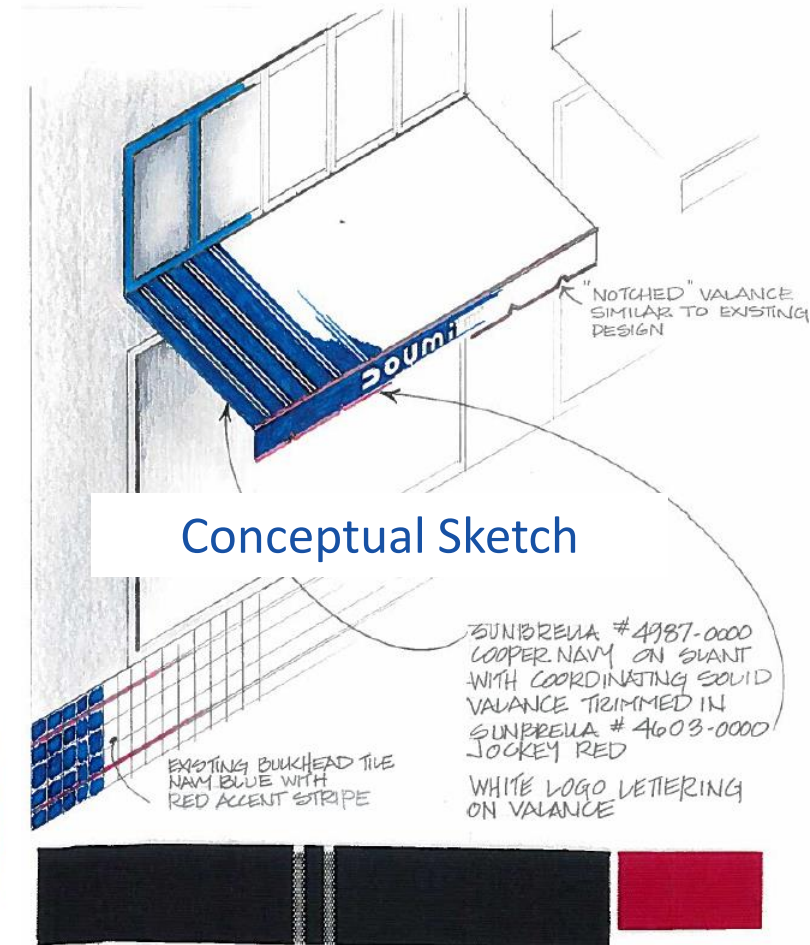
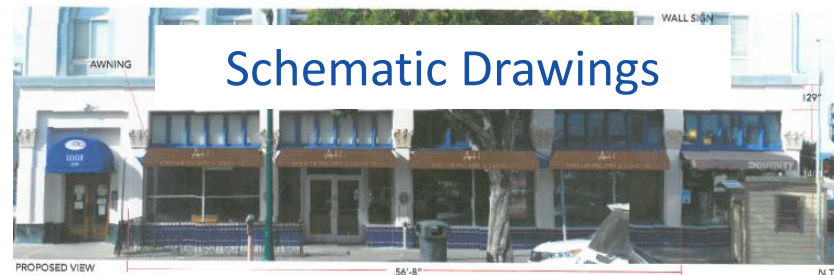
# Graphic Representation



Photo Representation



Schematic Drawings



Conceptual Sketch

# Samples of Proposed Materials (as needed)

## SWATCHES:

### BODY 1



### TRIM 1



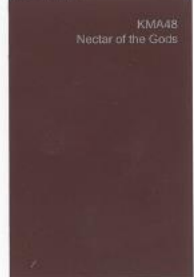
### TRIM2



### BODY 2



### ACCENT 1



### ACCENT 2





# Submittal

- Submit hard copy of completed application to:  
Amanda Gehrke  
City of Alameda,  
Community Development Department, Room 120  
2263 Santa Clara Ave., Alameda, CA 94501

**Applications will be reviewed on a  
“first come, first considered basis”**





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# Façade Grant Awardees Must Still Obtain PERMITS

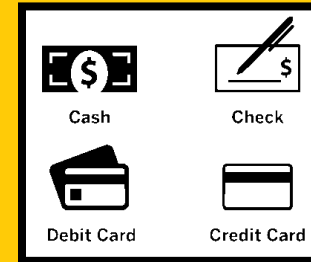


Some projects  
require BOTH  
Planning &  
Building  
PERMITS

## Submit Plans



## Pay Fees



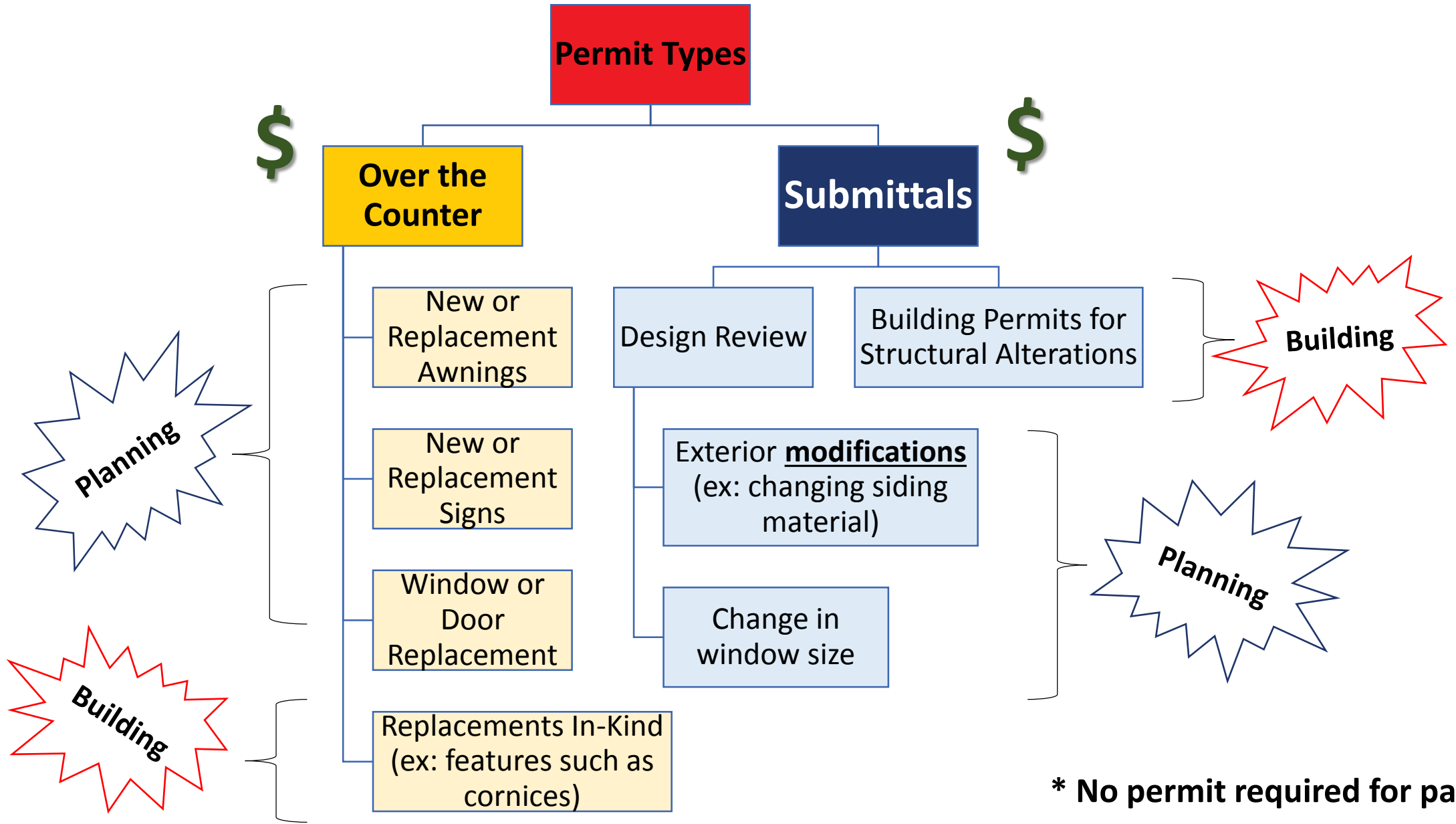
## PERMITS

## Obtain Permit



## Conduct Work & Finalize Permit





\* No permit required for painting



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